

# TIRE STEWARDSHIP IN ONTARIO

*PRESENTATION TO “ADVANCING TIRE STEWARDSHIP IN THE U.S.”  
MEETING*

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January 21, 2015



# Waste Diversion Ontario

- Non-government, not-for-profit oversight body funded by industry
- Created by Waste Diversion Act, 2002 (WDA)
- Oversees waste diversion programs created to manage “designated” materials
- Designated materials are defined in regulations by Ontario’s Minister of the Environment & Climate Change (the Minister); these are materials that the Minister decides must be managed *by industry*
- WDA sets out WDO’s responsibilities, including working with Industry Funding Organizations (IFOs) to create plans for designated materials & monitoring program performance and effectiveness

# History of Scrap Tires in Ontario

- “Tire tax” introduced by Ontario government in late 1980’s - \$5 per PLT (Passenger Light Truck) tire
- Funds were placed in general revenue
- Tax was eliminated in 1993

In the meantime...



# History of Scrap Tires in Ontario

Hagersville tire fire  
(February 1990)

- 14 million scrap tires
- Burned for 17 days



# History of Scrap Tires in Ontario

- Prior to the creation of the Used Tires Program in 2009, tire generation was not tracked
- Assumptions were made that for every tire sold into the marketplace, another was retired
- OTS estimates that before the Program was implemented, of the 34M tires generated in a year, 16.5M were retreaded, 6.9M were recycled, and 3.8M were disposed

# Ontario's Used Tires Program - Development

- In 2008, tires became a “designated” material
- In August 2008, the Minister directed WDO to create a program with an IFO, which became Ontario Tire Stewardship
- The Minister’s directive creating the Program states that the funding rules for the Program must designate and define stewards as brand owners and/or first importers

# Ontario's Used Tires Program – Development

- All motor vehicle tires were to be included (PLT, medium truck, agricultural, forestry, mining, etc.)



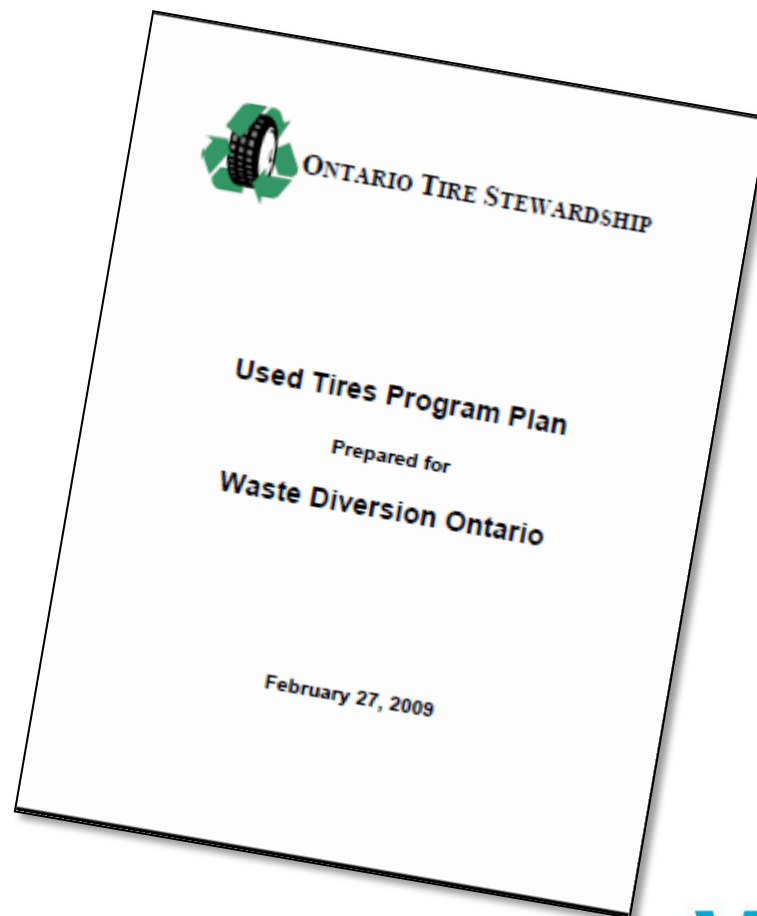
# Ontario's Used Tires Program - Development

- Priority on “3Rs” (landfilling and/or incineration shall not be part of the Program; the burning of any designated waste in Ontario is not counted as recycling)
- Program should seek to foster the development of green technology and a green economy and promote an Ontario-based market for recycling and recycled products
- Plan should also address clean-up of existing stockpiles



# Used Tires Program - Approval

- In April 2009, the Used Tires Program Plan was approved by the Minister



# Used Tires Program - Approval

- Plan includes breakdown of tire categories; performance metrics (collection, reuse & recycling targets); Tire Stewardship Fee calculation; and incentives
- On the same day as the Minister approved the Program Plan, Ontario Tire Stewardship (OTS) was designated as the IFO and the composition of the OTS Board was set in regulation (OTS Board is made up of tire producers/manufacturers)
- Program began September 1, 2009

# Roles and Responsibilities

Stakeholder	Roles and Responsibilities
Manufacturers	<ul style="list-style-type: none"><li>• Pay OTS to manage the tire collection and recycling program on their behalf (through TSFs)</li><li>• Sit on the OTS Board</li></ul>
OTS	<ul style="list-style-type: none"><li>• Manage day-to-day operations of the Program</li><li>• Support the development of markets for tire-derived products</li><li>• Educate tire stewards and the public</li><li>• Report to WDO on tire collection performance on a quarterly and annual basis</li></ul>

# Roles and Responsibilities

Stakeholder	Roles and Responsibilities
Waste Diversion Ontario	<ul style="list-style-type: none"><li>• Monitor program effectiveness and efficiency</li><li>• Report to Government of Ontario on Program performance</li><li>• Approve changes to Program Operations (that are not considered “material”)</li><li>• Help to resolve disputes and proactively manage program challenges</li></ul>

# Roles and Responsibilities

Stakeholder	Roles and Responsibilities
Government of Ontario (Ministry of the Environment and Climate Change)	<ul style="list-style-type: none"><li data-bbox="562 396 1676 505">• Decides the waste materials for which WDO is to develop a waste diversion program</li><li data-bbox="562 586 1789 758">• May establish policies applicable to WDO and direct WDO to conduct public consultations &amp; report on any matter(s)</li><li data-bbox="562 839 1676 948">• Approves substantial (“material”) changes to the Program</li><li data-bbox="562 1029 1812 1076">• Enforces the Waste Diversion Act &amp; related regulations</li></ul>

# Roles and Responsibilities

Stakeholder	Roles and Responsibilities
Service providers	<ul style="list-style-type: none"><li data-bbox="575 429 1591 479">• Register with Program (and sign agreement)</li><li data-bbox="575 558 1311 608">• Report to Program on activities</li><li data-bbox="575 686 1765 736">• Manage material in accordance with the agreement</li></ul>

# Used Tires Program - Successes

- Program is meeting its original overall goal of diverting tires from fields and ditches
- Program has been consistently exceeding its targets
  - 2013 Collection Target = 122,082 tonnes, Actual = 147,286 tonnes (121%)
- Material tracking demonstrates that Ontario's tires are being properly managed at end-of-life
- In-province processing capacity has expanded
- Stockpiles have continued to be cleaned up

# Used Tires Program - Challenges

- Program was based on assumptions – the only way to test the assumptions was to operate the Program to find out how well OTS estimated
  - Example: Number of OTR tires supplied into market was inaccurate. This had implications on Program financials.
- Public continues to believe that the government runs the program to collect “eco fees”, when in fact it is industry-funded and industry-operated



# Used Tires Program - Challenges

- Same stewards, yet lack of consistency in the types of tires each provincial Program includes

Province	PLT	MT	Ag, forklift	S/M/L OTR	Giant OTR
Manitoba, Ontario, PEI	✓	✓	✓	✓	✓
British Columbia	✓	✓	✓		
Alberta, Sask.	✓	✓	✓	✓	
Quebec, NB & NL	✓	✓			
NS	✓	✓	✓		

# Used Tires Program - Challenges

- Lack of consistency in fees across the country
- Inconsistent approach to how tires are permitted to be managed (e.g., tire-derived fuel)
- Access to data to verify that reported information is accurate
- Nature of WDO/OTS relationship: partner vs. oversight

# Used Tires Program - Recommendations

- Create a system that provides enough flexibility to change based on new information (e.g., target-setting)
- Work with your partners to harmonize across jurisdictions
- Start communicating the facts even before the Program is launched to dispel the 'fee is a tax' myth, and continue strong communications throughout the Program
- Make the Program easily accessible to the public (i.e., provide numerous tire drop-off options)

# Thank you

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